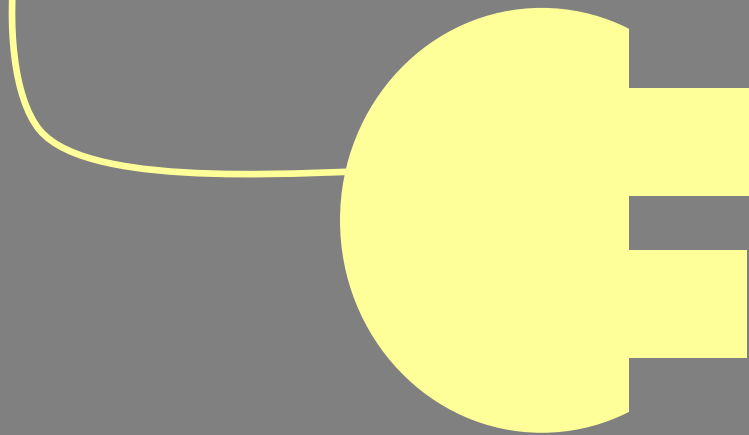


# City of Pasadena



Leading the charge for public EV infrastructure



**JUDI MASUDA**

**New Mobility TDM Programs Manager  
EV Infrastructure**

12.01.10

# HISTORY - Late 1990s

- Implemented Conductive and Inductive EV Infrastructure



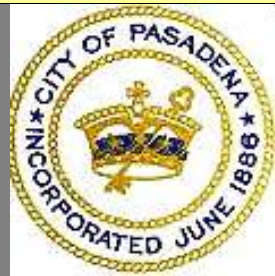
# HISTORY – Late 1990s

- **MSRC Funding**
- **EV Corridor Community Program**
- **Tested Consumer Market & Permitting Process**



# HISTORY – Late 1990s

- Installed 17 Charging Stations
- Public and Private Parking Structures
- City Officials Supported Marketing
- Public Approval – **GREEN** Technology
- Coincide with EV Fever



# EV Fleet Vehicles - Past and Present

- GM EV1
- Chevrolet S-10 EV
- Toyota RAV 4
- Ford Think
- Honda EV Plus
- Nissan Hypermini
- Chrysler EV Van
- BMW Mini E



# RECENT GRANT APPLICATIONS

- METRO Call for Projects
  - \$700,000 EV Infrastructure (awarded)
- EV Ready SoCal Project CEC Grant
  - \$3.2 Million LAW&P (Lead Agency)
- TIGER Grant
  - \$53 Million Integrated Mobility for Economic Growth



# **CITY OF PASADENA EV WORKING GROUP**

**Departments of Water and Power, Planning/Permitting,  
and Transportation**

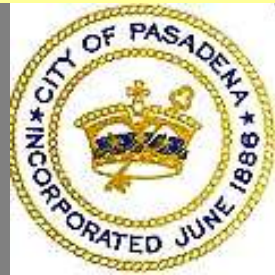
**Duties include:**

**Developing a process map**

- Detail steps in permitting process**
- Clarifying role of city website**
- Identify differences between residential and commercial installations**

**Identifying potential roadblocks**

- Internally**
- With the public**



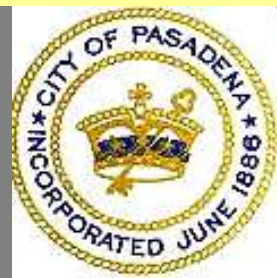
# AIR QUALITY REGULATION

## **SCAQMD – ECRP/Emissions Reduction Programs**

- Regulate employers with 250 or more employees**

## **METRO Trip Reduction Ordinance (TRO) regulates**

- New Developments over 25,000 Sq. feet**





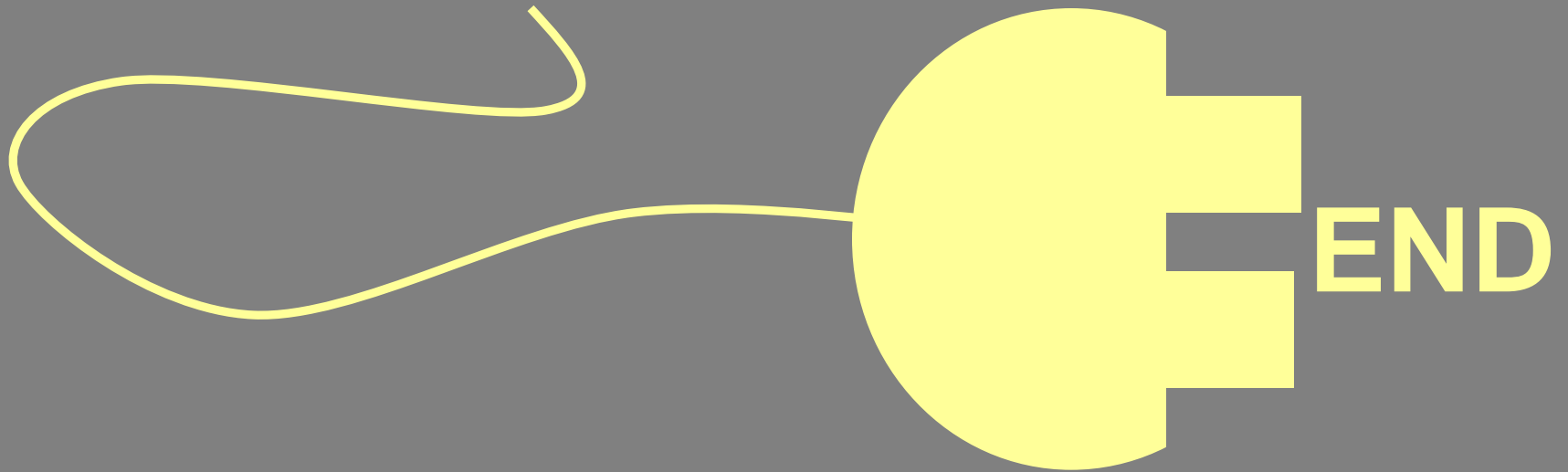
# PASADENA TMA

**Transportation Management Association  
Bi-monthly meetings for TRO regulated sites include:**

- Participation from approximately regulated 50 properties**
- Letters of support and commitment from properties to support EV Infrastructure**



# Questions



**JUDI MASUDA**

**New Mobility TDM Programs Manager**

**CITY OF PASADENA**

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